

EXHIBIT 1

APPLICATION FOR UNITED STATES LETTERS PATENT
FOR
**METHOD AND APPARATUS FOR GENERATING ON-LINE ELECTRONIC
PERSONAS**

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METHOD AND APPARATUS FOR GENERATING ON-LINE ELECTRONIC PERSONAS

BACKGROUND OF THE INVENTION

1. Field Of The Invention

The invention relates generally to the field of data processing and, in particular, to a method and apparatus for generating electronic personas for use with on-line transactions and communications.

2. Background Information

With the current pervasiveness of computers and Internet enabled communication devices ranging from set top boxes to wireless paggers and mobile cell phones, an ever-increasing number of people are using the Internet for the purpose of leisure purposes-as well as to conduct business. One example of where the Internet has spurred the formation of countless new businesses, while providing individuals with near ubiquitous ~~increased~~-access to competitively priced merchandise may be found in the area of on-line shopping, also referred to as e-commerce. More and more individuals are beginning to discover the conveniences that e-commerce affords, including the convenience of shopping from the comforts of home without having to wait in long lines, navigate through crowded stores, or worry about inconvenient store closing times. Even for those individuals who choose not to shop on-line, but instead use the Internet for research or entertainment purposes, the benefits provided by the Internet need no further explanation.

Unfortunately, however, many content providers on the Internet often request or require users to register with the provider's their respective web sites prior to processing~~completing~~ user-initiated~~specified~~ transactions and/or requests such as on-line purchases and search queries. Moreover, some content providers require users to register with the provider's respective web sites, or even prior to the user being granted granting access to the site at all. As part of the registration process, content providers often solicit personal information, including both identifying and non-identifying data, from the registering users ~~including both identifying and non-identifying data~~. In particular, content providers may request such personally identifiable information such as an individual's name, address, telephone number and social security number, and/or the content provider may request less identifiable nonetheless personal information such as an individual's hobbies, interests, likes, dislikes, and so forth. Given the near ubiquitous access people have to the Internet today, an individual may understandably be hesitant about providing such personal information to requesting content providers. Unfortunately, however, many content providers ~~may require that the individuals provide this registration information, or at the very least may negatively influence the limit~~ individual's access to the content depending upon unless the amount and type of personal information is provided. Furthermore, many content providers use the personal information provided by individuals during the registration process to target the certain individuals for special offers and/or deals that may or may not be welcomed by the particular individual.

Depending upon the specific offer and/or deal, these offers may or may not be welcomed by the individual. Therefore, it is desirable for an individual to be able to fully avail themselves to the products and services offered by a content provider, while having control over how much personal information is disclosed to the content provider by portraying him or herself as having a particular persona.

BRIEF DESCRIPTION OF THE DRAWINGS

The invention is illustrated by way of example, and not by way of limitation in the figures of the accompanying drawings in which like reference numerals refer to similar elements, and in which:-

Figure 1 is a block diagram illustrating an overview of various embodiments of the present invention;

Figure 2 illustrates one embodiment of a service provider incorporated with the teachings of the present invention;

Figure 3 illustrates an exemplary content provider registration including requested personality characteristics;

Figure 4 illustrates an operational flow of one embodiment of the invention;

Figure 5 illustrates an operational flow of a second embodiment of the invention;

Figure 6 illustrates an operational flow of a third embodiment of the invention;

Figure 7 is an operational flow diagram illustrating personality profile generation services in accordance with one embodiment of the invention;

Figure 8 illustrates an operational flow of one embodiment of content determination services of the present invention;

Figure 9 illustrates an overview of another embodiment of the invention;

Figure 10 illustrates a chat session interface including a personality profile, in accordance with one embodiment of the invention; and

Figure 11 illustrates an example computer system suitable for use to practice the present invention, in accordance with one embodiment.

SUMMARY OF THE INVENTION

[TO BE COMPLETED] A method and apparatus for generating electronic personas includes services for generating personality profiles including various electronic personality characteristics for submission to one or more content and/or service providers by one or more users, or on behalf of one or more users. In accordance with one embodiment, a user is provided with the option of utilizing a previously generated personality profile, or having a new personality profile dynamically generated for submission to the content and/or service provider.

DETAILED DESCRIPTION

A method and apparatus for generating on-line~~ee~~electronic personas is disclosed herein. In the following description, for purposes of explanation, specific numbers, materials and configurations are set forth in order to provide a thorough understanding of the invention. It will be apparent, however, to one skilled in the art that the invention may be practiced without these specific details. In some instances, structures and devices are shown in block diagram form in order to avoid obscuring the invention. In other instances, well-known features are omitted or simplified in order not to obscure the present invention.

For ease of understanding, certain method steps are delineated as separate steps, however, these separately delineated steps should not be construed as necessarily order dependent in their performance. Furthermore, reference in the specification to "one embodiment" or "an embodiment" means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at

least one embodiment of the invention. The appearances of the phrase "in one embodiment" in various places in the specification are not necessarily all referring to the same embodiment.

The present invention includes a novel personality profile service including profile generation and submission services for facilitating personality-specific user access to on-line content and/or services. The personality profile service of the present invention generates personality profiles, each including various electronic personality characteristics, for submission to one or more content and/or service providers on behalf of one or more users. As used herein, the phrase "personality characteristics" refers to the personal information that is often requested ~~or even and~~ sometimes required by content and/or service providers and other on-line resources in association with the processing of e-commerce transactions and other communication sessions, such as on-line chat sessions. Personality characteristics may include identifying characteristics such as a one's name, address, and telephone number, but may also include other less distinct characteristics such as one's hobbies, interests, likes, dislikes, and so forth. In one embodiment of the invention, the user is given the option of utilizing a previously generated personality profile, or having a new personality profile dynamically generated for submission to a content and/or service provider.

Referring first to **Figure 1**, a block diagram illustrating an overview of the present invention, in accordance with various embodiments, is shown. As illustrated, networking fabric **100** is shown interconnecting ~~together~~ client **115**, client **116**, service

provider 106, proxy server 104 and content provider 102. Additionally, client 114 is shown coupled to networking fabric 100 through proxy server 104. Clients 114, 115 and 116 represent a broad range of wireless and wire line devices known in the art, including but not limited to wireless cell-mobile phones, ~~and palm-~~, notebook-, and desktop-sized computing devices, ~~including personal digital assistants as well as and~~ set-top boxes. In accordance with one embodiment of the invention, clients 114-116 each include a generic agent, such as a "browser interface" to provide users 117, 118 and 119 respectively, with access to content and services through networking fabric 100. In one embodiment networking fabric 100 represents the Internet, however networking fabric 100 may similarly represent other networks including wide-area networks, metropolitan area networks, and so forth.

Proxy server 104 represents a device, which functions as an intermediary between client 114 and networking fabric 100. In one embodiment, proxy server 104 acts on behalf of client 114 using one of the proxy's own network addresses to request content from content provider 102 for example, through networking fabric 100. Accordingly, it is possible for user 117 associated with client 114 to browse content pages 122 of content provider 102 without content provider 102 ascertaining the identity of user 117. ~~Instead, c~~Content provider 102 will instead perceive that proxy server 104, not client 114, is accessing content pages 122. Although content provider 102 is able to "see" proxy server 104, content provider 102 will nonetheless not be able to identify user 117 and/or client 114. Unfortunately, when accessing content pages 122 of content provider 102, user 117 may nonetheless be required to submit personally

identifiable information to content provider **102** or to a third party agent, thereby defeating at least one of the purposes of proxy server **104**. Therefore, by equipping proxy server **104** with personality profile service **125** in accordance with the teachings of the present invention, user **117** is provided with the ability to access content pages **122** and even register with content provider **102** without the need to disclose personally identifiable information to content provider **102**. Furthermore, in accordance with the teachings of the present invention, user **117** is able to portray him or herself as having particular personality characteristics as determined by user **117** in association with personality profile service **125**.

In addition to proxy server **104**, service provider **106** and client **116** are also advantageously equipped with personality profile service **125** of the present invention as shown. As mentioned above, personality profile service **125** includes novel services to generate personas for use in on-line transactions and communications. Such services include but are not limited to content determination services, registration requirement services, personality characteristic determination services, personality profile generation services, and profile submission services. More specifically, personality profile service **125** provides dynamic generation of electronic personas for use by a user in association with on-line transactions and communications sessions with, for example, a content provider such as content provider **102**.

Service provider **106** represents a device and/or entity that offers the personality profile generation services of the present invention to other entities, such as users **117**-

119. Service provider 106 may offer such profile generation services; in exchange for a fee or some other form of remuneration, or may even offer to pay a client to use such profile generation services of the present invention. For example, ~~S~~service provider 106 may offer such novel services to users 117-119 on a per-use basis or a subscription basis. In a per-use arrangement, a user would pay a fee to service provider 106 each time the user wished to have a personality profile generated and/or submitted to a content provider on behalf of the client at the user's request. In a subscription arrangement, a user would pay a fee (typically larger than that of the per-use fee) in exchange for multiple or unlimited usage of the personality profile generation services offered by service provider 106. For example, user 118 may enter into a subscription agreement with service provider 106 whereby service provider 106 generates an indefinite number of personality profiles on behalf of client 115 to facilitate access to content pages 122 by client 115. In one embodiment, service provider 106 transmits the generated personality profiles to client 115 for submission to content provider 102 by client 115, whereas in an alternative embodiment, service provider 106 submits the generated personality profiles directly to content provider 102 on behalf of client 115. Depending upon the amount and kind of personally identifiable data a user wishes to provide to a content provider, such as content provider 102, a user availing ~~him~~him or herself to the personality profile services of the present invention may portray ~~themselves to the content provider~~himself or herself to the content provider as having any number of personalities.

Referring now to **Figure 2**, service provider **106** is shown in accordance with one embodiment of the invention. More specifically, service provider **106** is shown connected to database **220** and networking fabric **100**, as well as equipped with personality profile service **125** having-including support functions **226**. Database **220** represents a data storage mechanism such as a non-volatile memory device that is used to store a variety of data including content provider-related data. Such content provider-related data may include uniform resource locators (URLs) identifying the web addresses of content providers and/or specific content pages provided by the content providers, indications as to whether each content provider requires user registration, the specific data items required or preferred by each content provider, and personality characteristics for use in generating personality profiles. Support functions **226** include content determination services, registration requirement services, personality characteristic determination services, personality profile generation services, and profile submission services.

Content determination services are utilized by personality profile service **125** in order to ascertain and categorize the type of content offered by a particular content provider. For example, if a particular content provider were to offer golf equipment for sale over the web, the content determination services of the present invention would categorize that particular web site as being associated with golf. It should be noted that the content may be categorized into a number of hierarchies and is not limited to a single categorization. In one embodiment, the personality profile service of the present invention generates personality profiles based upon the content offered by a content

provider. Accordingly, it is possible for a user to tailor specific personality profiles based upon the content offered by the content provider. For example, if a user would like to receive future advertisements and solicitations from the golf web site described above, the user may choose to submit (i.e. during registration) a personality profile tailored to contain personality characteristics associated with golf. Likewise, if a user did not wish to be viewed as being interested in golf, the user may choose to include other non-golf related personality characteristics instead, or no specific characteristics at all. In one embodiment, content categorizations are retrieved from a database such as database 220 using e.g. the domain name of the content provider and/or the URL of the specific page, whereas in other embodiments content categorizations are dynamically performed.

The content determination services of the present invention further include services to determine whether a particular content provider is a web portal offering a broad array of resources and services. Briefly skipping ahead to Figure 8, illustrates an operational flow of one embodiment of content determination services of the present invention is illustrated. Referring to **Figure 8**, if the content provider is determined to be a web portal, whether by analysis or lookup (block 802), the personality profile service of the present invention generates a generic personality profile without any specific and/or directed personality characteristics (block 804). If, however, the content provider is determined to not be a web portal, then the type of content offered by the content provider is determined (block 806), and the personality profile service of the present invention generates on behalf of the client, a personality profile

including specific personality characteristics tailored for the particular content provided by the content provider (blockblock 808).

Referring once again to **Figure 2**, the registration requirement services of personality profile service **125** are utilized in order to determine which content providers are known to request registration information from users, as well as the what information that is requested. In one embodiment of the invention, the determined registration requirement data is stored in database **220**. As alluded to above, some content providers may request users to register with their respective sites as a courtesy, whereas other content providers may require user registration in order ~~for~~ to be granted access to the site. For example, in order to process an e-commerce transaction, content providers typically request registration information from users. Such requested information may be limited to highly identifiable information such as a user's name, address, and telephone number, whereas the requested information may also include less identifiable personality characteristics such as the user's interests and hobbies. In one embodiment, the registration requirement services of personality profile service 125 ~~the present invention determine and catalogue such requested information.~~

Personality characteristic determination services of personality profile service **125** include services to determine which, if any personality characteristics the user would like to include in a generated personality profile. In one embodiment, the user is presented with a list of options from which the user may select one or more to include in the generation of the personality profile. In one embodiment, the user is presented

with the opportunity to further tailor a previously generated personality. The personality profile generation services are utilized to generate the personality profile preferred and/or selected by the user. In one embodiment, personality profiles are generated based upon content provided by the content provider. In one embodiment, personality profile service **125** generates personality profiles based upon data stored within database **220**, identifying the type and amount of content requested by a particular content provider.

The profile submission services of personality profile service **125** operate to transmit a generated personality profile to a requesting client, or on behalf of a requesting client. In one embodiment, personality profile service **125** transmits a generated personality profile to the requesting client for submission by the client to a content provider. In an alternative embodiment, personality profile service **125** submits a generated personality profile directly to a content provider on behalf of a requesting client. Although content determination services, registration requirement services, personality characteristic determination services, personality profile generation services, and profile submission services are illustrated as separate functions, the present invention may be practiced with some of these elements omitted, combined, or further subdivided.

Figure 3 illustrates an exemplary content provider registration form requesting user personality characteristics. A content provider may for example, present registration form **300** to users who wish to process on-line transactions on the content

provider's web site, or even to those users who merely wish to browse the content provider's web site. It should be noted that the term "transaction" is used to not only refer to on-line purchases, but is also intended to include but not be limited to user actions such as submission of ~~an~~ on-line forms, selection of a hyperlinks, viewing or receiving documents, downloading files, and participation in a chat session. Likewise, it should be noted that a "content provider" is intended to include one or more devices that host content pages for multiple entities, and should not be limited to a single or multiple devices that offer only content pages associated with a single entity.

~~In one embodiment of the invention, a user presented with registration form 300 after requesting information (i.e., a transaction) from a content provider, chooses to have a personality profile dynamically generated in lieu of the user completing registration form 300.~~ In accordance with one embodiment of the invention, a user may elect to have the personality profile service of the present invention generate a personality profile that includes some or all of the data items requested in a registration form such as registration form 300. In one embodiment, registration form **300** has been previously catalogued by e.g. service provider 106 and the content of registration form **300** has been stored in e.g. database 220. Registration form **300**, includes a variety of user input fields including text entry boxes, drop down pick lists, and check boxes, however additional form elements including radio buttons and hyperlinks could similarly be included without departing from the spirit and scope of the invention. Registration form **300** includes both personally identifiable characteristics **305** as well as less personally identifiable personality characteristics **310**. Some content providers may

require that the user complete registration form **300** in its entirety, whereas other content providers may only require certain parts of registration form **300** to be completed, but may nonetheless request that the user complete the entire form. In one embodiment of the invention, a user may select which parts of the form (i.e. which personality characteristics) the user wishes to include within the personality profile to be generated by the personality profile services of the present invention.

Figure 4 illustrates an operational flow of one embodiment of the invention. As shown in **Figure 4**, a client such as client **116** of **Figure 1**, requests information from and/or initiates ~~some other~~ transaction with content provider **102** (~~block~~block **402**). In response, content provider **102** (or a third party agent associated with content provider **102**) transmits to client **116** a request for registration information including personality characteristics, which is received by client **116** (~~block~~block **404**). If user **119** who is associated with client **116** elects to have a personality profile automatically generated for submission to content provider **102** (~~block~~block **406**), then personality profile service **125** ~~of the present invention and incorporated within client 116~~ generates the personality profile based upon the information requested by content provider **102** (~~block~~block **412**). Thereafter, client **116** submits the generated personality profile to content provider **102** to enable ~~facilitate~~ client **116** to access by client 116 to the requested information and/or complete the initiated transaction (~~block~~block **414**). If, however, user **119** does not elect to have a personality profile automatically generated (~~block~~block **406**), user **119** is able to log in to or register with content provider **102** using

manually entered personality information (block 408), which also enables user 119 to complete the request and/or transaction (block 410).

Figure 5 illustrates an operational flow of a second embodiment of the invention. Referring to **Figure 5**, a client such as client 115 of **Figure 1**, requests information from and/or initiates ~~some a~~ transaction with content provider 102 (block 502). In response, content provider 102 (or a third party agent associated with content provider 102) transmits to client 115 a request for registration information including personality characteristics, which is in turn received by client 115 (block 504). If user 118 associated with client 115 elects to have a personality profile automatically generated for submission to content provider 102 (block 506), then client 115 requests service provider 106 to generate a personality profile for submission to content provider 102 (block 512). In response to the request from client 115, service provider 106 generates a personality profile including one or more personality characteristics, for submission to content provider 102 (blockblock 514). In one embodiment service provider 106 generates a personality profile based upon personality characteristics selected by user 118 and/or client 115, whereas in another embodiment, service provider 106 dynamically generates a personality profile based at least in part upon the registration information requested by content provider 102 (e.g., as determined by data stored in database 220 or by polling the content provider's site). In accordance with one embodiment of the invention as shown in **Figure 5**, once service provider 106 has generated the requested personality profile, service provider 106 transmits the generated personality profile to client 115 (blockblock 515) for submission by client 115

to content provider **102** (bleekblock 516). As in **Figure 4**, if user **118** does not elect to have a personality profile automatically generated (bleekblock 506), user **118** is able to log in or register with content provider **102** using manually entered personality information (bleekblock 508), which also enables user **118** to complete the request and/or transaction (bleekblock 510).

Figure 6 illustrates an operational flow of a third embodiment of the invention. Referring to **Figure 6**, a client such as client **115** of **Figure 1**, requests information from and/or initiates some transaction with content provider **102** (bleekblock 602). In response, content provider **102** (or a third party agent associated with content provider **102**) transmits to client **115** a request for registration information including personality characteristics, which is in turn received by client **115** (bleekblock 604). If user **118** associated with client **115** elects to have a personality profile automatically generated for submission to content provider **102** (bleekblock 606), then client **115** requests service provider **106** to generate a personality profile for submission to content provider **102** (bleekblock 612). In response to the request of client **115**, service provider **106** generates a personality profile, including one or more personality characteristics, and submits the personality profile to content provider **102** on behalf of client **115** (bleekblock 614). Accordingly, ~~because client 115 does not submit the personality profile, through the use of service provider 106 it is possible for user 118 to retain an even higher level of anonymity with respect to content provider 102.~~

Figure 7 is an operational flow diagram illustrating personality profile generation services in accordance with one embodiment of the invention. In **Figure 7**, it is assumed that a user has elected to have a personality profile generated in response to a registration request from a content provider. In accordance with the illustrated embodiment, the personality profile service of the present invention presents the user with a list of pre-catalogued web sites (i.e. URLs) (bleekblock 702). If the content provider requesting registration is included within the list (bleekblock 704), the user may select the content provider by for example, clicking on a hyperlink associated with the content provider's entry (bleekblock 706). The user is then presented with the option of utilizing a previously generated personality profile (bleekblock 708). Such a previously generated personality profile may have been generated by personality profile services incorporated within any number of devices and need not necessarily be generated by a device directly associated with the user. For example, previously generated personality profiles could be made available to users by download off of the Internet. In accordance with the illustrated embodiment, the user is presented with only those previously generated profiles that provide at least a portion of the personality characteristics requested by the content provider (bleekblock 710). Once the user selects the personality profile, the profile may be submitted to the content provider (bleekblock 712), by the corresponding client, a service provider, or another device, depending upon the particular network configuration employed.

If, however, the content provider is not included in the list of pre-catalogued sites (bleekblock 704), the user is able to enter an identifier representing the content provider

(blockblock 714). In one embodiment, the user is able to enter a URL corresponding to the registration page of the content provider which is presented to the user. In other embodiments, the user is able to merely enter the domain name for the content provider and the personality profile services of the present invention will resolve the appropriate URL corresponding to the content provider's registration request page. Once the registration page of the content provider is ascertained, the content provider registration page and/or site is polled to determine which personality characteristics are requested of the user (blockblock 716). Once the requested personality characteristics are determined, the user is presented with a list of personality characteristics requested by the content provider (blockblock 718) so that the user may select which (if any) personality characteristics to include in the generation of the personality profile (block 720). If the user elects to have a personality profile automatically generated (blockblock 722) the personality profile services of the present invention proceed to generate a personality profile for the user (blockblock 726). If, however, the user does not wish to have the personality profile generated automatically, the user is given the opportunity to manually provide selected personality characteristic data (block 724). Additionally, if the content provider is included within the list of pre-catalogued sites (blockblock 704), and the user does not wish to use a previously generated personality profile (blockblock 708), the user is then provided with a list of personality characteristics relevant to the content provider's registration request (blockblock 718).

Referring now to **Figure 9**, where an overview of another embodiment of the invention is shown. In **Figure 9**, service provider **906** is provided including content

pages **922**, and chat hosting services **932** incorporating novel aspects of personality profile service **925** of the present invention. Service provider **906** is connected to networking fabric **900** to provide content pages and real-time "chat" communication capabilities to clients connected to networking fabric **900**. It should be noted, however, that service provider **906** need not provide content pages **902** in addition to chat hosting service **932**. Instead, service provider **906** may function as a single purpose "chat host" in accordance with chat hosting service **932**. ~~Also coupled to networking fabric 900 in~~ addition to service provider **906**, are clients **914-916** and proxy server **904** are also coupled to networking fabric **900**. Except for the teachings of the present invention, as described with respect to proxy server **102** of **Figure 1**, proxy server **904** performs its conventional functions known in the art.

Clients **914-915** are configured similar to clients **114-115** of **Figure 1**. That is, clients **914** and **915** may avail themselves to services offered by service provider **906** including content page delivery services as well as chat hosting services. In one embodiment, service provider **906** exclusively provides chat hosting services to networking fabric **900**. Chat hosting service **932** (to be more fully discussed below) includes services to facilitate communication between a first client (e.g., client **914**) coupled to networking fabric **900**, and a second client (e.g., client **915**) also coupled to networking fabric **900**.

In accordance with one embodiment of the invention, chat hosting service **932** includes the novel personality profile services described herein. In the context of chat

hosting service **932**, personality profile service **925** facilitates generation of unique and/or customizable personas for use by a first client in connection with a chat session between the first client and a second or more clients. Accordingly, a user may portray him or herself in a chat session as having a variety of personality characteristics or may choose to remain anonymous. For example, upon entering a chat session, a personality profile generated e.g. by personality profile service **925** may be presented automatically to other chat participants or as a result of input received from other chat participants. Service provider **906** may store such personality profiles on behalf of the users, or the personality profiles may be stored locally on clients controlled by the users or by other third party devices. Alternatively, the personality profiles may be dynamically generated for use in association with a chat session based upon the particular chat "channel" utilized and/or based upon input received by a user.

Figure 10 illustrates a chat session interface including an exemplary personality profile, in accordance with one embodiment of the invention. Chat interface **1000** is shown including multiple content items including a nickname identifier **1002**, email identifier **1004**, homepage identifier **1006**, description area **1008**, and interests area **1014**. In one embodiment of the invention, one or more content items of chat interface **1008** are generated by the personality profile services described herein. For example, a user may indicate to service provider **906** that they wish to have a personality profile generated for use in association with a new or ongoing chat session between the user and one or more other parties. In response, service provider **906** may generate the requested personality profile (e.g. via personality profile service **925**) and display at

least a portion of the personality characteristics constituting the profile to the one or more other parties. Alternatively, one or more content items of chat interface **1008** may be included within a personality profile generated locally by the client corresponding to the user and equipped with the personality profile services described herein.

As mentioned above, an example of content items that may be displayed to a potential or actual chat participant is shown in **Figure 10**. In one embodiment, such content items are displayed to requesting parties as part of a directory service offered by the chat hosting service provider. For example, upon choosing to have a directory of affiliated chat users displayed, a party may be presented with a list of chat nicknames or the real names of chat participants. Such a choice may be made categorically or by direct text entry into a dialog box. Assuming the requesting party is presented with a list of real names, in association with each such real name may be displayed one or more nicknames utilized by the chat user (**1002**), one or more email addresses associated with the chat user (**1004**), a homepage or one or more URL's of interest to the chat user (**1006**), a description of the chat user (**1008**) and a list of the chat user's interests (**1014**). Each of the content items in addition to others not illustrated may be utilized as personality characteristics in the generation of a personality profile for the chat user.

In one embodiment, personality characteristic content is provided by the user, whereas in another embodiment personality characteristic content is dynamically provided by the personality profile services. For example, personality characteristic

content may be provided by a user via a number of input techniques known in the art, such as by highlighting an identifier of the content (such as a graphical link), entering a predetermined sequence of keystrokes (such as ctrl/v) or clicking on a provided command button (e.g. in the task bar of a browser), or selecting a personality characteristic content entry in a drop down list, and so forth. Alternatively, the chat hosting service provider may randomly (or otherwise) select a personality characteristic content item from a data store of personality characteristic content items. For example in **Figure 10**, description area **1008** may be reserved to display one or more description characteristics **1010** of a particular user, and interest area **1014** may be reserved to display one or more interest characteristics **1012** of the particular user. In one embodiment, such personality characteristic content is randomly selected upon each inquiry of a requesting party. In certain embodiments, the user is given the option to select which personality characteristic content he or she wishes to have displayed to a requesting party.

Figure 11 illustrates an example computer system suitable for use as client **116**, service provider **106**, proxy server **104**, or another device to practice the present invention, in accordance with one embodiment. As shown, computer system **1102** includes one or more processors **1103** and system memory **1104**. Additionally, computer system **1102** includes mass storage devices **1106** (such as a diskette drive, hard drive, CDROM and so forth), input/output devices **1108** (such as keyboard, cursor control and so forth), and communication interfaces **1110** (such as network interface cards, modems and so forth). The elements are coupled to each other via system bus

1112, which represents one or more buses. In the event that system bus **1112** represents multiple buses, they are bridged by one or more bus bridges (not shown).

Except for the teachings of the present invention, each of the elements in illustrated in **Figure 11** performs its conventional functions known in the art. In particular, system memory **1104** and mass storage **1106** are employed to store a working copy **1125a** and a permanent copy **1125b** of the programming instructions implementing the personality profile services of the present invention. The permanent copy of the programming instructions may be loaded into mass storage **1106** in the factory, or in the field, as described earlier, through a distribution medium (not shown) or through communication interface **1110** from a distribution server (not shown). The constitution of these elements **1103-1112** are known, and accordingly will not be further described.

In the foregoing specification, the invention has been described with reference to specific embodiments thereof. It will, however, be evident that various modifications and changes can be made thereto without departing from the broader spirit and scope of the invention. The specification and drawings are, accordingly, to be regarded in an illustrative rather than a restrictive sense.

CLAIMS

What is claimed is:

1. A method comprising:
requesting information content from a content provider;
receiving a response from said content provider including a request for registration information including one or more personality characteristics;
dynamically generating a personality profile based at least in part upon said one or more requested personality characteristics; and
transmitting the personality profile to the content provider to facilitate access of said information content.
2. The method of claim 1, wherein the personality profile is dynamically generated by a service provider on behalf of a client, based at least in part upon said one or more requested personality characteristics.
3. The method of claim 2, wherein the personality profile is transmitted to the content provider by the service provider.
4. The method of claim 2, wherein the personality profile is transmitted to the content provider by the client.
5. The method of claim 2, wherein the service provider dynamically generates the personality profile on behalf of the client in exchange for a service fee.

6. The method of claim 1, wherein the personality profile is selectively identified by a service provider on behalf of said client from one or more previously generated personality profiles.

7. The method of claim 1, wherein said requesting information content from a content provider comprises requesting to initiate an e-commerce transaction with the content provider.

8. The method of claim 1, wherein said dynamically generating comprises generating a content-specific personality profile based at least in part upon the information content offered by the content provider.

9. In a client, a method comprising:
requesting information content from a content provider;
receiving a response from the content provider including a request for registration information including one or more personality characteristics of a user associated with said client;

Identifying a personality profile based at least in part upon said one or more personality characteristics; and

transmitting the personality profile to the content provider to facilitate access by the client of the information content.

10. The method of claim 9, wherein said requesting information content comprises initiating an e-commerce transaction with the content provider.

11. The method of claim 9, wherein said identifying a personality profile further comprises:

requesting the personality profile, including at least a subset of said one or more personality characteristics, from a service provider to submit to said content provider;
and

receiving the personality profile from the service provider.

12. The method of claim 9, wherein said identifying a personality profile comprises dynamically generating the personality profile.

13. The method of claim 12, wherein a content-specific personality profile is generated based at least in part upon the information content offered by the content provider.

14. In a computer system, a method comprising:

requesting information content from a content provider on behalf of a client;

receiving a response from the content provider including a request for registration information including one or more personality characteristics of a user associated with the client;

identifying a personality profile based at least in part upon said one or more requested personality characteristics; and

transmitting the personality profile to the content provider on behalf of the client to facilitate access of the information content by the client.

15. The method of claim 14, wherein said identifying a personality profile comprises dynamically generating the personality profile based at least in part upon data supplied to the computer system by the client.

16. The method of claim 15, wherein the personality profile comprises a content-specific personality profile that is generated based at least in part upon the information content offered by the content provider.

17. The method of claim 14, wherein said identifying a personality profile comprises dynamically generating the personality profile based at least in part upon a previous communication between the content provider and the computer system.

18. The method of claim 14, wherein said identifying a personality profile comprises receiving an indication from the client identifying one of a plurality of previously generated personality profiles to be transmitted to the content provider.

19. A method comprising:
requesting to participate in a transaction with a service provider;

receiving a response from said service provider including a request for registration information including one or more personality characteristics;

dynamically generating a personality profile based at least in part upon said one or more requested personality characteristics; and

transmitting the personality profile to the service provider to facilitate said transaction.

20. The method of claim 19, wherein the transaction comprises an e-commerce transaction.

21. The method of claim 19, wherein the transaction comprises a chat session.

22. The method of claim 21, wherein the chat session is hosted by said service provider.

23. The method of claim 21, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

24. A method comprising:

dynamically generating a personality profile based at least in part upon one or more personality characteristics; and

submitting the personality profile to a service provider for use in association with an on-line chat session.

25. The method of claim 24, wherein the service provider hosts the on-line chat session.

26. The method of claim 24, wherein the service provider forwards said personality profile to a third party host of the on-line chat session.

27. The method of claim 24, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

28. The method of claim 24, further comprising retrieving at least a subset of said one or more personality characteristics from a database.

29. An apparatus comprising:

a storage medium having stored therein a plurality of programming instructions, which when executed cause the apparatus to request information content from a content provider, receive a response from the content provider including a request for registration information including one or more personality characteristics of a user, identify a personality profile based at least in part upon said one or more personality

characteristics, and transmit the personality profile to the content provider to facilitate access to the information content by the user; and

an execution unit coupled to the storage medium for executing the plurality of programming instructions.

30. The apparatus of claim 29, wherein said plurality of instructions, which when executed cause the apparatus to request information content further causes the apparatus to initiate an e-commerce transaction with the content provider.

31. The apparatus of claim 29, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile include comprises instructions to cause the apparatus to:

request the personality profile, including at least a subset of said one or more personality characteristics, from a service provider to submit to said content provider; and

receive the personality profile from the service provider.

32. The apparatus of claim 29, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile includes instructions to dynamically generate the personality profile.

33. The apparatus of claim 32, wherein said plurality of instructions, which when executed cause the apparatus to dynamically generate the personality profile, further

include instructions to dynamically generate a content-specific personality profile based at least in part upon the information content offered by the content provider.

34. The apparatus of claim 29, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile further includes instructions to dynamically generate the personality profile based at least in part upon data supplied to the apparatus by a client.

35. The apparatus of claim 34, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile further includes instructions to receive an indication from the client identifying one of a plurality of previously generated personality profiles to be transmitted to the content provider.

36. The apparatus of claim 29, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile further includes instructions to dynamically generate the personality profile based at least in part upon a previous communication between the content provider and the apparatus.

37. An apparatus comprising:

a storage medium having stored therein a plurality of programming instructions, which when executed cause the apparatus to request to participate in a transaction with a service provider, receive a response from said service provider including a request for registration information including one or more personality characteristics, dynamically

generate a personality profile based at least in part upon said one or more requested personality characteristics, and transmit the personality profile to the service provider to facilitate said transaction; and

an execution unit coupled to the storage medium for executing the plurality of programming instructions.

38. The apparatus of claim 37, wherein the transaction comprises an e-commerce transaction.

39. The apparatus of claim 37, wherein the transaction comprises an on-line chat session.

40. The apparatus of claim 39, wherein the chat session is hosted by said service provider.

41. The apparatus of claim 39, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

42. An apparatus comprising:

a storage medium having stored therein a plurality of programming instructions, which when executed cause the apparatus to dynamically generate a personality profile based at least in part upon one or more personality characteristics, and submit the

personality profile to a service provider for use in association with an on-line chat session.

43. The apparatus of claim 42, wherein the service provider hosts the on-line chat session.

44. The apparatus of claim 42, wherein the service provider forwards said personality profile to a third party host of the on-line chat session.

45. The apparatus of claim 42, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

46. The apparatus of claim 42, wherein said plurality of instructions include instructions to retrieve at least a subset of said one or more personality characteristics from a database.

**Method And Apparatus For
Generating Electronic Personas**

ABSTRACT OF THE DISCLOSURE

[TO BE COMPLETED] A method and apparatus for generating electronic personas includes services for generating personality profiles including various electronic personality characteristics for submission to one or more content and/or service providers by one or more users, or on behalf of one or more users. In accordance with

one embodiment, a user is provided with the option of utilizing a previously generated personality profile, or having a new personality profile dynamically generated for submission to the content and/or service provider.

EXHIBIT 2

**COMBINED DECLARATION AND POWER OF ATTORNEY
FOR A PATENT APPLICATION**

INVENTORSHIP IDENTIFICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below, next to my name.

I believe I am the original, first, and sole inventor (if only one name is listed below) or an original, first, and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

TITLE OF INVENTION

METHOD AND APPARATUS FOR GENERATING ELECTRONIC PERSONAS

SPECIFICATION IDENTIFICATION

the specification of which

XX is attached hereto.

_____ was filed on _____ as

United States Application _____

or PCT International Application Number _____

and was amended on _____

(if applicable)

ACKNOWLEDGEMENT OF REVIEW OF PAPERS AND DUTY OF CANDOR

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claim(s), as amended by any amendment referred to above.

I acknowledge the duty to disclose all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

PRIORITY CLAIM (35 U.S.C. § 119(a)-(d))

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d), of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

<u>Prior Foreign Application(s)</u>			<u>Priority Claimed</u>	
<u>(Number)</u>	<u>(Country)</u>	<u>(Day/Month/Year Filed)</u>	<u>Yes</u>	<u>No</u>
<u>(Number)</u>	<u>(Country)</u>	<u>(Day/Month/Year Filed)</u>	<u>Yes</u>	<u>No</u>
<u>(Number)</u>	<u>(Country)</u>	<u>(Day/Month/Year Filed)</u>	<u>Yes</u>	<u>No</u>

I hereby claim the benefit under title 35, United States Code, Section 119(e) of any United States provisional application(s) listed below

<u>(Application Number)</u>	<u>(Filing Date)</u>
<u>(Application Number)</u>	<u>(Filing Date)</u>

I hereby claim the benefit under Title 35, United States Code, Section 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, Section 112, I acknowledge the duty to disclose all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

<u>(Application Number)</u>	<u>(Filing Date)</u>	<u>(Status - patented, pending, abandoned)</u>
<u>(Application Number)</u>	<u>(Filing Date)</u>	<u>(Status - patented, pending, abandoned)</u>

POWER OF ATTORNEY

I hereby appoint Aloysius T. C. AuYeung, Reg. No. 35,432; Robert A. Diehl, Reg. No. 40,992; Jason K. Klindtworth, Reg. No. 47,211; Robert T. Watt, Reg. No. 45,890; as my patent attorney/agent; with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith.

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(Name and telephone number)

Jason K. Klindtworth
503-534-2800

09817837-032601

DECLARATION

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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Citizenship: _____

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(Country)

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Title 37, Code of Federal Regulations, Section 1.56
Duty to Disclose Information Material to Patentability

(a) A patent by its very nature is affected with a public interest. The public interest is best served, and the most effective patent examination occurs when, at the time an application is being examined, the Office is aware of and evaluates the teachings of all information material to patentability. Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office, which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section. The duty to disclose information exists with respect to each pending claim until the claim is cancelled or withdrawn from consideration, or the application becomes abandoned. Information material to the patentability of a claim that is cancelled or withdrawn from consideration need not be submitted if the information is not material to the patentability of any claim remaining under consideration in the application. There is no duty to submit information which is not material to the patentability of any existing claim. The duty to disclose all information known to be material to patentability is deemed to be satisfied if all information known to be material to patentability of any claim issued in a patent was cited by the Office or submitted to the Office in the manner prescribed by §§ 1.97(b)-(d) and 1.98. However, no patent will be granted on an application in connection with which fraud on the Office was practiced or attempted or the duty of disclosure was violated through bad faith or intentional misconduct. The Office encourages applicants to carefully examine:

(1) Prior art cited in search reports of a foreign patent office in a counterpart application, and

(2) The closest information over which individuals associated with the filing or prosecution of a patent application believe any pending claim patentably defines, to make sure that any material information contained therein is disclosed to the Office.

(b) Under this section, information is material to patentability when it is not cumulative to information already of record or being made of record in the application, and

(1) It establishes, by itself or in combination with other information, a *prima facie* case of unpatentability of a claim; or

(2) It refutes, or is inconsistent with, a position the applicant takes in:

- (i) Opposing an argument of unpatentability relied on by the Office, or
- (ii) Asserting an argument of patentability.

A *prima facie* case of unpatentability is established when the information compels a conclusion that a claim is unpatentable under the preponderance of evidence, burden-of-proof standard, giving each term in the claim its broadest reasonable construction consistent with the specification, and before any consideration is given to evidence which may be submitted in an attempt to establish a contrary conclusion of patentability.

(c) Individuals associated with the filing or prosecution of a patent application within the meaning of this section are:

(1) Each inventor named in the application;

(2) Each attorney or agent who prepares or prosecutes the application; and

(3) Every other person who is substantively involved in the preparation or prosecution of the application and who is associated with the inventor, with the assignee or with anyone to whom there is an obligation to assign the application.

(d) Individuals other than the attorney, agent or inventor may comply with this section by disclosing information to the attorney, agent, or inventor.

(e) In any continuation-in-part application, the duty under this section includes the duty to disclose to the Office all information known to the person to be material to patentability, as defined in paragraph (b) of this section, which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

09817837.022601

EXHIBIT 3

APPLICATION FOR UNITED STATES LETTERS PATENT
FOR

METHOD AND APPARATUS FOR GENERATING ELECTRONIC PERSONAS

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METHOD AND APPARATUS FOR GENERATING ELECTRONIC PERSONAS

BACKGROUND OF THE INVENTION

1. Field Of The Invention

The invention relates generally to the field of data processing and, in particular, to a method and apparatus for generating electronic personas for use with on-line transactions and communications.

2. Background Information

With the current pervasiveness of computers and Internet enabled communication devices ranging from set top boxes to wireless pagers and mobile phones, an ever-increasing number of people are using the Internet for the purpose of leisure as well as to conduct business. One example of where the Internet has spurred the formation of countless new businesses, while providing individuals with near ubiquitous access to competitively priced merchandise may be found in the area of on-line shopping, also referred to as e-commerce. More and more individuals are beginning to discover the conveniences that e-commerce affords, including the convenience of shopping from the comforts of home without having to wait in long lines, navigate through crowded stores, or worry about inconvenient store closing times. Even for those individuals who choose not to shop on-line, but instead use the Internet for research or entertainment purposes, the benefits provided by the Internet need no further explanation.

Unfortunately, however, many content providers on the Internet often request or require users to register with the provider's respective web sites prior to processing user-initiated transactions and/or requests such as on-line purchases and search queries. Moreover, some content providers require users to register with the provider's respective web sites even prior to granting access to the site at all. As part of the registration process, content providers often solicit personal information, including both identifying and non-identifying data, from the registering users. In particular, content providers may request personally identifiable information such as an individual's name, address, telephone number and social security number, and/or the content provider may request less identifiable nonetheless personal information such as an individual's hobbies, interests, likes, dislikes, and so forth. Given the near ubiquitous access people have to the Internet today, an individual may understandably be hesitant about providing such personal information to requesting content providers. Unfortunately, however, many content providers require that individuals provide this registration information, or at the very least limit individual access to the content depending upon the amount and type of personal information provided. Furthermore, many content providers use the personal information provided by individuals during the registration process to target certain individuals for special offers and/or deals that may or may not be welcomed by the particular individual.

Therefore, it is desirable for an individual to be able to fully avail themselves to the products and services offered by a content provider, while having control over how

much personal information is disclosed to the content provider by portraying him or herself as having a particular persona.

BRIEF DESCRIPTION OF THE DRAWINGS

The invention is illustrated by way of example, and not by way of limitation in the figures of the accompanying drawings in which like reference numerals refer to similar elements, and in which:

Figure 1 is a block diagram illustrating an overview of various embodiments of the present invention;

Figure 2 illustrates one embodiment of a service provider incorporated with the teachings of the present invention;

Figure 3 illustrates an exemplary content provider registration including requested personality characteristics;

Figure 4 illustrates an operational flow of one embodiment of the invention;

Figure 5 illustrates an operational flow of a second embodiment of the invention;

Figure 6 illustrates an operational flow of a third embodiment of the invention;

Figure 7 is an operational flow diagram illustrating personality profile generation services in accordance with one embodiment of the invention;

Figure 8 illustrates an overview of another embodiment of the invention;

Figure 9 illustrates a chat session interface including a personality profile, in accordance with one embodiment of the invention; and

Figure 10 illustrates an example computer system suitable for use to practice the present invention, in accordance with one embodiment.

SUMMARY OF THE INVENTION

A method and apparatus for generating electronic personas includes services for generating personality profiles including various electronic personality characteristics for submission to one or more content and/or service providers by one or more users, or on behalf of one or more users. In accordance with one embodiment, a user is provided with the option of utilizing a previously generated personality profile, or having a new personality profile dynamically generated for submission to the content and/or service provider.

DETAILED DESCRIPTION

A method and apparatus for generating electronic personas is disclosed herein. In the following description, for purposes of explanation, specific numbers, materials and configurations are set forth in order to provide a thorough understanding of the invention. It will be apparent, however, to one skilled in the art that the invention may be practiced without these specific details. In some instances, structures and devices are shown in block diagram form in order to avoid obscuring the invention. In other instances, well-known features are omitted or simplified in order not to obscure the present invention.

For ease of understanding, certain method steps are delineated as separate steps, however, these separately delineated steps should not be construed as necessarily order dependent in their performance. Furthermore, reference in the specification to "one embodiment" or "an embodiment" means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at

least one embodiment of the invention. The appearances of the phrase "in one embodiment" in various places in the specification are not necessarily all referring to the same embodiment.

The present invention includes a novel personality profile service including profile generation and submission services for facilitating personality-specific user access to on-line content and/or services. The personality profile service of the present invention generates personality profiles, each including various electronic personality characteristics, for submission to one or more content and/or service providers on behalf of one or more users. As used herein, the phrase "personality characteristics" refers to the personal information that is often requested and sometimes required by content and/or service providers and other on-line resources in association with the processing of e-commerce transactions and other communication sessions, such as on-line chat sessions. Personality characteristics may include identifying characteristics such as one's name, address, and telephone number, but may also include other less distinct characteristics such as one's hobbies, interests, likes, dislikes, and so forth. In one embodiment of the invention, the user is given the option of utilizing a previously generated personality profile, or having a new personality profile dynamically generated for submission to a content and/or service provider.

Referring first to **Figure 1**, a block diagram illustrating an overview of the present invention, in accordance with various embodiments, is shown. As illustrated, networking fabric **100** is shown interconnecting client **115**, client **116**, service provider

106, proxy server **104** and content provider **102**. Additionally, client **114** is shown coupled to networking fabric **100** through proxy server **104**. Clients **114, 115** and **116** represent a broad range of wireless and wire line devices known in the art, including but not limited to mobile phones, palm-, notebook-, and desktop-sized computing devices, personal digital assistants and set-top boxes. In accordance with one embodiment of the invention, clients **114-116** each include a generic agent, such as a "browser interface" to provide users **117, 118** and **119** respectively, with access to content and services through networking fabric **100**. In one embodiment networking fabric **100** represents the Internet, however networking fabric **100** may similarly represent other networks including wide-area networks, metropolitan area networks, and so forth.

Proxy server **104** represents a device, which functions as an intermediary between client **114** and networking fabric **100**. In one embodiment, proxy server **104** acts on behalf of client **114** using one of the proxy's own network addresses to request content from content provider **102** for example, through networking fabric **100**. Accordingly, it is possible for user **117** associated with client **114** to browse content pages **122** of content provider **102** without content provider **102** ascertaining the identity of user **117**. Content provider **102** will instead perceive that proxy server **104**, not client **114**, is accessing content pages **122**. Although content provider **102** is able to "see" proxy server **104**, content provider **102** will nonetheless not be able to identify user **117** and/or client **114**. Unfortunately, when accessing content pages **122** of content provider **102**, user **117** may nonetheless be required to submit personally identifiable information to content provider **102** or to a third party agent, thereby defeating at least one of the

purposes of proxy server **104**. Therefore, by equipping proxy server **104** with personality profile service **125** in accordance with the teachings of the present invention, user **117** is provided with the ability to access content pages **122** and even register with content provider **102** without the need to disclose personally identifiable information to content provider **102**. Furthermore, in accordance with the teachings of the present invention, user **117** is able to portray him or herself as having particular personality characteristics as determined by user **117** in association with personality profile service **125**.

In addition to proxy server **104**, service provider **106** and client **116** are also advantageously equipped with personality profile service **125** of the present invention as shown. As mentioned above, personality profile service **125** includes novel services to generate personas for use in on-line transactions and communications. Such services include but are not limited to content determination services, registration requirement services, personality characteristic determination services, personality profile generation services, and profile submission services. More specifically, personality profile service **125** provides dynamic generation of electronic personas for use by a user in association with on-line transactions and communications sessions with, for example, a content provider such as content provider **102**.

Service provider **106** represents a device and/or entity that offers the personality profile generation services of the present invention to other entities, such as users **117-119**. Service provider **106** may offer such profile generation services in exchange for a

fee or some other form of remuneration, or may even offer to pay a client to use such profile generation services of the present invention. For example, service provider **106** may offer such novel services to users **117-119** on a per-use basis or a subscription basis. In a per-use arrangement, a user would pay a fee to service provider **106** each time the user wished to have a personality profile generated and/or submitted to a content provider on behalf of the client at the user's request. In a subscription arrangement, a user would pay a fee (typically larger than that of the per-use fee) in exchange for multiple or unlimited usage of the personality profile generation services offered by service provider **106**. For example, user **118** may enter into a subscription agreement with service provider **106** whereby service provider **106** generates an indefinite number of personality profiles on behalf of client **115** to facilitate access to content pages **122** by client **115**. In one embodiment, service provider **106** transmits the generated personality profiles to client **115** for submission to content provider **102** by client **115**, whereas in an alternative embodiment, service provider **106** submits the generated personality profiles directly to content provider **102** on behalf of client **115**. Depending upon the amount and kind of personally identifiable data a user wishes to provide to a content provider, such as content provider **102**, a user availing him or herself to the personality profile services of the present invention may portray himself or herself to the content provider as having any number of personalities.

Referring now to **Figure 2**, service provider **106** is shown in accordance with one embodiment of the invention. More specifically, service provider **106** is shown connected to database **220** and networking fabric **100**, as well as equipped with

personality profile service 125 including support functions 226. Database 220 represents a data storage mechanism such as a non-volatile memory device that is used to store a variety of data including content provider-related data. Such content provider-related data may include uniform resource locators (URLs) identifying the web addresses of content providers and/or specific content pages provided by the content providers, indications as to whether each content provider requires user registration, the specific data items required or preferred by each content provider, and personality characteristics for use in generating personality profiles. Support functions 226 include content determination services, registration requirement services, personality characteristic determination services, personality profile generation services, and profile submission services.

Content determination services are utilized by personality profile service 125 in order to ascertain and categorize the type of content offered by a particular content provider. For example, if a particular content provider were to offer golf equipment for sale over the web, the content determination services of the present invention would categorize that particular web site as being associated with golf. It should be noted that the content may be categorized into a number of hierarchies and is not limited to a single categorization. In one embodiment, the personality profile service of the present invention generates personality profiles based upon the content offered by a content provider. Accordingly, it is possible for a user to tailor specific personality profiles based upon the content offered by the content provider. For example, if a user would like to receive future advertisements and solicitations from the golf web site described above,

the user may choose to submit (i.e. during registration) a personality profile tailored to contain personality characteristics associated with golf. Likewise, if a user did not wish to be viewed as being interested in golf, the user may instead choose to submit a generic personality profile containing no subject-specific personality characteristics. In one embodiment, content categorizations are retrieved from a database such as database 220 using e.g. the domain name of the content provider and/or the URL of the specific page, whereas in other embodiments content categorizations are dynamically performed.

The registration requirement services of personality profile service 125 are utilized in order to determine which content providers are known to request registration information from users, as well as the information that is requested. In one embodiment of the invention, the determined registration requirement data is stored in database 220. As alluded to above, some content providers may request users to register with their respective sites as a courtesy, whereas other content providers may require user registration in order to be granted access to the site. For example, in order to process an e-commerce transaction, content providers typically request registration information from users. Such provider-requested information may be limited to highly identifiable information such as a user's name, address, and telephone number, whereas the provider-requested information may also include less identifiable personality characteristics such as the user's interests and hobbies. In one embodiment, the registration requirement services of personality profile service 125 identify requests by the various providers, along with the corresponding information items requested by

each request and store (e.g., in database 220) the identified requests and corresponding information items in association with the respective providers.

Personality characteristic determination services of personality profile service 125 include services to determine which, if any personality characteristics the user would like to include in a generated personality profile. In one embodiment, the user is presented with a list of options from which the user may select one or more to include in the generation of the personality profile. In one embodiment, the user is presented with the opportunity to further tailor a previously generated personality. The personality profile generation services are utilized to generate the personality profile preferred and/or selected by the user. In one embodiment, personality profiles are generated based upon content provided by the content provider. In one embodiment, personality profile service 125 generates personality profiles based upon data stored within database 220, identifying the type and amount of content requested by a particular content provider.

The profile submission services of personality profile service 125 operate to transmit a generated personality profile to a requesting client, or on behalf of a requesting client. In one embodiment, personality profile service 125 transmits a generated personality profile to the requesting client for submission by the client to a content provider. In an alternative embodiment, personality profile service 125 submits a generated personality profile directly to a content provider on behalf of a requesting client. Although content determination services, registration requirement services,

personality characteristic determination services, personality profile generation services, and profile submission services are illustrated as separate functions, the present invention may be practiced with some of these elements omitted, combined, or further subdivided.

Figure 3 illustrates an exemplary content provider registration form requesting user personality characteristics. A content provider may for example, present registration form **300** to users who wish to process on-line transactions on the content provider's web site, or even to those users who merely wish to browse the content provider's web site. It should be noted that the term "transaction" is used to not only refer to on-line purchases, but is also intended to include but not be limited to user actions such as submission of on-line forms, selection of hyperlinks, viewing or receiving documents, downloading files, and participation in a chat session. Likewise, it should be noted that a "content provider" is intended to include one or more devices that host content pages for multiple entities, and should not be limited to a single or multiple devices that offer only content pages associated with a single entity.

In accordance with one embodiment of the invention, a user may elect to have the personality profile service of the present invention generate a personality profile that includes some or all of the data items requested in a registration form such as registration form **300**. In one embodiment, registration form **300** has been previously catalogued by e.g. service provider **106** and the content of registration form **300** has been stored in e.g. database **220**. Registration form **300**, includes a variety of user

input fields including text entry boxes, drop down pick lists, and check boxes, however additional form elements including radio buttons and hyperlinks could similarly be included without departing from the spirit and scope of the invention. Registration form **300** includes both personally identifiable characteristics **305** as well as less personally identifiable personality characteristics **310**. Some content providers may require that the user complete registration form **300** in its entirety, whereas other content providers may only require certain parts of registration form **300** to be completed, but may nonetheless request that the user complete the entire form. In one embodiment of the invention, a user may select which parts of the form (i.e. which personality characteristics) the user wishes to include within the personality profile to be generated by the personality profile services of the present invention.

Figure 4 illustrates an operational flow of one embodiment of the invention. As shown in **Figure 4**, a client such as client **116** of **Figure 1**, requests information from and/or initiates a transaction with content provider **102** (block **402**). In response, content provider **102** (or a third party agent associated with content provider **102**) transmits to client **116** a request for registration information including personality characteristics, which is received by client **116** (block **404**). If user **119** who is associated with client **116** elects to have a personality profile automatically generated for submission to content provider **102** (block **406**), then personality profile service **125** incorporated within client **116** generates the personality profile based upon the information requested by content provider **102** (block **412**). Thereafter, client **116** submits the generated personality profile to content provider **102** to facilitate access by

client **116** to the requested information and/or complete the initiated transaction (block **414**). If, however, user **119** does not elect to have a personality profile automatically generated (block **406**), user **119** is able to log in to or register with content provider **102** using manually entered personality information (block **408**), which also enables user **119** to complete the request and/or transaction (block **410**).

Figure 5 illustrates an operational flow of a second embodiment of the invention. Referring to **Figure 5**, a client such as client **115** of **Figure 1**, requests information from and/or initiates a transaction with content provider **102** (block **502**). In response, content provider **102** (or a third party agent associated with content provider **102**) transmits to client **115** a request for registration information including personality characteristics, which is in turn received by client **115** (block **504**). If user **118** associated with client **115** elects to have a personality profile automatically generated for submission to content provider **102** (block **506**), then client **115** requests service provider **106** to generate a personality profile for submission to content provider **102** (block **512**). In response to the request from client **115**, service provider **106** generates a personality profile including one or more personality characteristics, for submission to content provider **102** (block **514**). In one embodiment service provider **106** generates a personality profile based upon personality characteristics selected by user **118** and/or client **115**, whereas in another embodiment, service provider **106** dynamically generates a personality profile based at least in part upon the registration information requested by content provider **102** (e.g., as determined by data stored in database **220** or by polling the content provider's site). In accordance with one embodiment of the invention as

shown in **Figure 5**, once service provider **106** has generated the requested personality profile, service provider **106** transmits the generated personality profile to client **115** (block **515**) for submission by client **115** to content provider **102** (block **516**). As In **Figure 4**, if user **118** does not elect to have a personality profile automatically generated (block **506**), user **118** is able to log in or register with content provider **102** using manually entered personality information (block **508**), which also enables user **118** to complete the request and/or transaction (block **510**).

Figure 6 illustrates an operational flow of a third embodiment of the invention. Referring to **Figure 6**, a client such as client **115** of **Figure 1**, requests information from and/or initiates some transaction with content provider **102** (block **602**). In response, content provider **102** (or a third party agent associated with content provider **102**) transmits to client **115** a request for registration information including personality characteristics, which is in turn received by client **115** (block **604**). If user **118** associated with client **115** elects to have a personality profile automatically generated for submission to content provider **102** (block **606**), then client **115** requests service provider **106** to generate a personality profile for submission to content provider **102** (block **612**). In response to the request of client **115**, service provider **106** generates a personality profile, including one or more personality characteristics, and submits the personality profile to content provider **102** on behalf of client **115** (block **614**). In one embodiment, service provider **106** submits the personality profile to content provider **102** using the network address of client **115** rather than that of service provider **106** so it appears that the profile is originating from client **115**.

Figure 7 is an operational flow diagram illustrating personality profile generation services in accordance with one embodiment of the invention. In **Figure 7**, it is assumed that a user has elected to have a personality profile generated in response to a registration request from a content provider. In accordance with the illustrated embodiment, the personality profile service of the present invention presents the user with a list of pre-catalogued web sites (i.e. URLs) (block **702**). If the content provider requesting registration is included within the list (block **704**), the user may select the content provider by for example, clicking on a hyperlink associated with the content provider's entry (block **706**). The user is then presented with the option of utilizing a previously generated personality profile (block **708**). Such a previously generated personality profile may have been generated by personality profile services incorporated within any number of devices and need not necessarily be generated by a device directly associated with the user. For example, previously generated personality profiles could be made available to users by download off of the Internet. In accordance with the illustrated embodiment, the user is presented with only those previously generated profiles that provide at least a portion of the personality characteristics requested by the content provider (block **710**). Once the user selects the personality profile, the profile may be submitted to the content provider (block **712**), by the corresponding client, a service provider, or another device, depending upon the particular network configuration employed.

If, however, the content provider is not included in the list of pre-catalogued sites (block 704), the user is able to enter an identifier representing the content provider (block 714). In one embodiment, the user is able to enter a URL corresponding to the registration page of the content provider which is presented to the user. In other embodiments, the user is able to merely enter the domain name for the content provider and the personality profile services of the present invention will resolve the appropriate URL corresponding to the content provider's registration request page. Once the registration page of the content provider is ascertained, the content provider registration page and/or site is polled to determine which personality characteristics are requested of the user (block 716). Once the requested personality characteristics are determined, the user is presented with a list of personality characteristics requested by the content provider (block 718) so that the user may select which (if any) personality characteristics to include in the generation of the personality profile (block 720). If the user elects to have a personality profile automatically generated (block 722) the personality profile services of the present invention proceed to generate a personality profile for the user (block 726). If, however, the user does not wish to have the personality profile generated automatically, the user is given the opportunity to manually provide selected personality characteristic data (block 724). Additionally, if the content provider is included within the list of pre-catalogued sites (block 704), and the user does not wish to use a previously generated personality profile (block 708), the user is then provided with a list of personality characteristics relevant to the content provider's registration request (block 718).

Referring now to **Figure 8**, where an overview of another embodiment of the invention is shown. In **Figure 8**, service provider **806** is provided including content pages **822**, and chat hosting services **832** incorporating novel aspects of personality profile service **825** of the present invention. Service provider **806** is connected to networking fabric **800** to provide content pages and real-time "chat" communication capabilities to clients connected to networking fabric **800**. It should be noted, however, that service provider **806** need not provide content pages **802** in addition to chat hosting service **832**. Instead, service provider **806** may function as a single purpose "chat host" in accordance with chat hosting service **832**. In addition to service provider **806**, clients **814-816** and proxy server **804** are also coupled to networking fabric **800**. Except for the teachings of the present invention, as described with respect to proxy server **102** of **Figure 1**, proxy server **804** performs its conventional functions known in the art.

Clients **814-815** are configured similar to clients **114-115** of **Figure 1**. That is, clients **814** and **815** may avail themselves to services offered by service provider **806** including content page delivery services as well as chat hosting services. In one embodiment, service provider **806** only provides chat hosting services to networking fabric **800**. Chat hosting service **832** (to be more fully discussed below) includes services to facilitate communication between a first client (e.g., client **814**) coupled to networking fabric **800**, and a second client (e.g., client **815**) also coupled to networking fabric **800**.

In accordance with one embodiment of the invention, chat hosting service **832** includes the novel personality profile services described herein. In the context of chat hosting service **832**, personality profile service **825** facilitates generation of unique and/or customizable personas for use by a first client in connection with a chat session between the first client and a second or more clients. Accordingly, a user may portray him or herself in a chat session as having a variety of personality characteristics or may choose to remain anonymous. For example, upon entering a chat session, a personality profile generated e.g. by personality profile service **825** may be presented automatically to other chat participants or as a result of input received from other chat participants. Service provider **806** may store such personality profiles on behalf of the users, or the personality profiles may be stored locally on clients controlled by the users or by other third party devices. Alternatively, the personality profiles may be dynamically generated for use in association with a chat session based upon the particular chat "channel" utilized and/or based upon input received by a user.

Figure 9 illustrates a chat session interface including an exemplary personality profile, in accordance with one embodiment of the invention. Chat interface **900** is shown including multiple content items including a nickname identifier **902**, email identifier **904**, homepage identifier **906**, description area **900**, and interests area **914**. In one embodiment of the invention, one or more content items of chat interface **908** are generated by the personality profile services described herein. For example, a user may indicate to service provider **806** that the user wishes to have a personality profile generated for use in association with a new or ongoing chat session between the user

and one or more other parties. In response, service provider **806** may generate the requested personality profile (e.g. via personality profile service **825**) and display at least a portion of the personality characteristics constituting the profile to the one or more other parties. Alternatively, one or more content items of chat interface **900** may be included within a personality profile generated locally by the client corresponding to the user and equipped with the personality profile services described herein.

As mentioned above, an example of content items that may be displayed to a potential or actual chat participant is shown in **Figure 9**. In one embodiment, such content items are displayed to requesting parties as part of a directory service offered by the chat hosting service provider. For example, upon choosing to have a directory of affiliated chat users displayed, a party may be presented with a list of chat nicknames or the real names of chat participants. Such a choice may be made categorically or by direct text entry into a dialog box. Assuming the requesting party is presented with a list of real names, in association with each such real name may be displayed one or more nicknames utilized by the chat user (**902**), one or more email addresses associated with the chat user (**904**), a homepage or one or more URL's of interest to the chat user (**906**), a description of the chat user (**908**) and a list of the chat user's interests (**914**). Each of the content items in addition to others not illustrated may be utilized as personality characteristics in the generation of a personality profile for the chat user.

In one embodiment, personality characteristic content is provided by the user, whereas in another embodiment personality characteristic content is dynamically

provided by the personality profile services. For example, personality characteristic content may be provided by a user via a number of input techniques known in the art, such as by highlighting an identifier of the content (such as a graphical link), entering a predetermined sequence or combination of keystrokes (such as ctrl/v) or clicking on a provided command button (e.g. in the task bar of a browser), or selecting a personality characteristic content entry in a drop down list, and so forth. Alternatively, the chat hosting service provider may randomly (or otherwise) select a personality characteristic content item from a data store of personality characteristic content items. For example in **Figure 9**, description area **908** may be reserved to display one or more description characteristics **910** of a particular user, and interest area **914** may be reserved to display one or more interest characteristics **912** of the particular user. In one embodiment, such personality characteristic content is randomly selected upon each inquiry of a requesting party. In certain embodiments, the user is given the option to select which personality characteristic content he or she wishes to have displayed to a requesting party.

Figure 10 illustrates an exemplary computer system suitable for use as client **116**, service provider **106**, proxy server **104**, or another device to practice the present invention, in accordance with one embodiment. As shown, computer system **1002** includes one or more processors **1003** and system memory **1004**. Additionally, computer system **1002** includes mass storage devices **1006** (such as a diskette drive, hard drive, CDROM and so forth), input/output devices **1008** (such as keyboard, cursor control and so forth), and communication interfaces **1010** (such as network interface

cards, modems and so forth). The elements are coupled to each other via system bus **1012**, which represents one or more buses. In the event that system bus **1012** represents multiple buses, they are bridged by one or more bus bridges (not shown).

Except for the teachings of the present invention, each of the elements in illustrated in **Figure 10** performs its conventional functions known in the art. In particular, system memory **1004** and mass storage **1006** are employed to store a working copy **1025A** and a permanent copy **1025B** of the programming instructions implementing the personality profile services of the present invention. The permanent copy of the programming instructions may be loaded into mass storage **1006** in the factory, or in the field, as described earlier, through a distribution medium (not shown) or through communication interface **1010** from a distribution server (not shown). The constitution of these elements **1003-1012** are known, and accordingly will not be further described.

In the foregoing specification, the invention has been described with reference to specific embodiments thereof. It will, however, be evident that various modifications and changes can be made thereto without departing from the broader spirit and scope of the invention. The specification and drawings are, accordingly, to be regarded in an illustrative rather than a restrictive sense.

CLAIMS

What is claimed is:

1. A method comprising:
requesting information content from a content provider;
receiving a response from said content provider including a request for registration information including one or more personality characteristics;
identifying a personality profile to portray a desired persona to the content provider based at least in part upon said one or more personality characteristics; and
transmitting the personality profile to the content provider to facilitate access of said information content.
2. The method of claim 1, wherein said identifying a personality profile comprises dynamically generating the personality profile.
3. The method of claim 2, wherein the personality profile is dynamically generated based at least in part upon the information content offered by the content provider.
4. The method of claim 2, wherein the personality profile is dynamically generated based at least in part upon said one or more personality characteristics.
5. The method of claim 2, wherein the personality profile is dynamically generated by a service provider on behalf of a client.

6. The method of claim 5, wherein the personality profile is transmitted to the content provider by the service provider on behalf of the client.
7. The method of claim 1, wherein the personality profile is transmitted to the content provider by the client.
8. The method of claim 1, wherein the personality profile is selectively identified by a service provider on behalf of said client from one or more previously generated personality profiles.
9. The method of claim 1, wherein said requesting information content from a content provider comprises requesting to initiate an e-commerce transaction with the content provider.
10. In a computer system, a method comprising:
 - requesting information content from a content provider on behalf of a client;
 - receiving a response from the content provider including a request for registration information including one or more personality characteristics of a user associated with the client;
 - identifying a personality profile based at least in part upon said one or more requested personality characteristics; and
 - transmitting the personality profile to the content provider on behalf of the client to facilitate access to the information content by the client.

11. The method of claim 10, wherein said identifying a personality profile comprises dynamically generating the personality profile based at least in part upon data supplied to the computer system by the client.

12. The method of claim 11, wherein the personality profile comprises a content-specific personality profile that is generated based at least in part upon the information content offered by the content provider.

13. The method of claim 10, wherein said identifying a personality profile comprises dynamically generating the personality profile based at least in part upon a previous communication between the content provider and the computer system.

14. The method of claim 10, wherein said identifying a personality profile comprises receiving an indication from the client identifying one of a plurality of previously generated personality profiles to be transmitted to the content provider.

15. A method comprising:

requesting to participate in a transaction with a service provider;

receiving a response from said service provider including a request for registration information including one or more personality characteristics;

identifying a personality profile to portray a desired persona to the service provider based at least in part upon said one or more requested personality characteristics; and

transmitting the personality profile to the service provider to facilitate said transaction.

16. The method of claim 15, wherein the transaction comprises an e-commerce transaction.

17. The method of claim 15, wherein the transaction comprises a chat session.

18. The method of claim 17, wherein the chat session is hosted by said service provider.

19. The method of claim 17, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

20. The method of claim 15, wherein identifying comprises dynamically generating said personality profile.

21. The method of claim 20, wherein said personality profile is dynamically generated by the service provider on behalf of a client portrayed by the persona.

22. A method comprising:
- establishing a communication session with a service provider;
 - dynamically generating a personality profile based at least in part upon one or more personality characteristics to selectively represent a desired persona to the service provider; and
 - submitting the personality profile to the service provider for use in presenting a user to the service provider as having the persona.
23. The method of claim 22, wherein the service provider hosts an on-line chat session.
24. The method of claim 22, wherein the service provider forwards said personality profile to a third party host of an on-line chat session.
25. The method of claim 22, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.
26. The method of claim 22, further comprising retrieving at least a subset of said one or more personality characteristics from a database.
27. An apparatus comprising:

a storage medium having stored therein a plurality of programming instructions, which when executed cause the apparatus to request information content from a content provider, receive a response from the content provider including a request for registration information including one or more personality characteristics of a user, identify a personality profile based at least in part upon said one or more personality characteristics, and transmit the personality profile to the content provider to facilitate access to the information content by the user; and

an execution unit coupled to the storage medium for executing the plurality of programming instructions.

28. The apparatus of claim 27, wherein said plurality of instructions, which when executed cause the apparatus to request information content further causes the apparatus to initiate an e-commerce transaction with the content provider.

29. The apparatus of claim 27, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile include comprises instructions to cause the apparatus to:

request the personality profile, including at least a subset of said one or more personality characteristics, from a service provider to submit to said content provider; and

receive the personality profile from the service provider.

30. The apparatus of claim 27, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile includes instructions to dynamically generate the personality profile.

31. The apparatus of claim 30, wherein said plurality of instructions, which when executed cause the apparatus to dynamically generate the personality profile, further include instructions to dynamically generate a content-specific personality profile based at least in part upon the information content offered by the content provider.

32. The apparatus of claim 27, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile further includes instructions to dynamically generate the personality profile based at least in part upon data supplied to the apparatus by a client.

33. The apparatus of claim 32, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile further includes instructions to receive an indication from the client identifying one of a plurality of previously generated personality profiles to be transmitted to the content provider.

34. The apparatus of claim 27, wherein said plurality of instructions, which when executed cause the apparatus to identify a personality profile further includes instructions to dynamically generate the personality profile based at least in part upon a previous communication between the content provider and the apparatus.

35. An apparatus comprising:

a storage medium having stored therein a plurality of programming instructions, which when executed cause the apparatus to request to participate in a transaction with a service provider, receive a response from said service provider including a request for registration information including one or more personality characteristics, dynamically generate a personality profile based at least in part upon said one or more requested personality characteristics, and transmit the personality profile to the service provider to facilitate said transaction; and

an execution unit coupled to the storage medium for executing the plurality of programming instructions.

36. The apparatus of claim 35, wherein the transaction comprises an e-commerce transaction.

37. The apparatus of claim 35, wherein the transaction comprises an on-line chat session.

38. The apparatus of claim 37, wherein the chat session is hosted by said service provider.

39. The apparatus of claim 37, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

40. An apparatus comprising:

a storage medium having stored therein a plurality of programming instructions, which when executed cause the apparatus to dynamically generate a personality profile based at least in part upon one or more personality characteristics, and submit the personality profile to a service provider for use in association with an on-line chat session.

41. The apparatus of claim 40, wherein the service provider hosts the on-line chat session.

42. The apparatus of claim 40, wherein the service provider forwards said personality profile to a third party host of the on-line chat session.

43. The apparatus of claim 40, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

44. The apparatus of claim 40, wherein said plurality of instructions include instructions to retrieve at least a subset of said one or more personality characteristics from a database.

**Method And Apparatus For
Generating Electronic Personas**

ABSTRACT OF THE DISCLOSURE

A method and apparatus for generating electronic personas includes services for generating personality profiles including various electronic personality characteristics for submission to one or more content and/or service providers by one or more users, or on behalf of one or more users. In accordance with one embodiment, a user is provided with the option of utilizing a previously generated personality profile, or having a new personality profile dynamically generated for submission to the content and/or service provider.

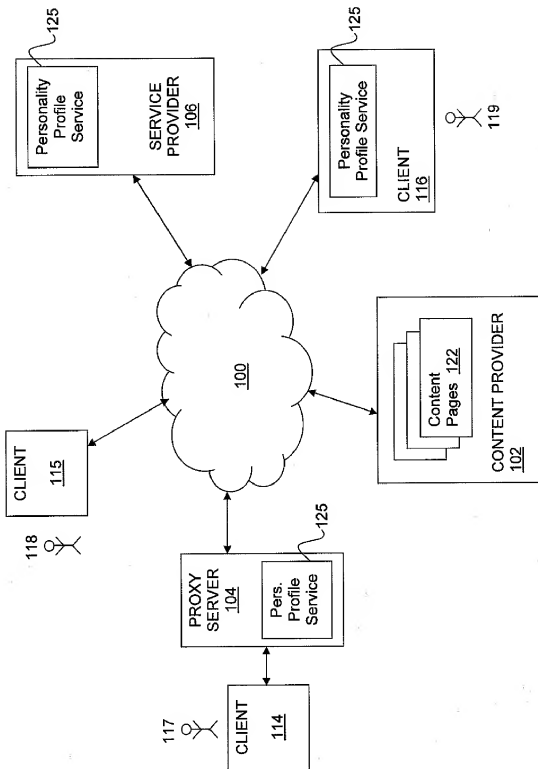


FIGURE 1

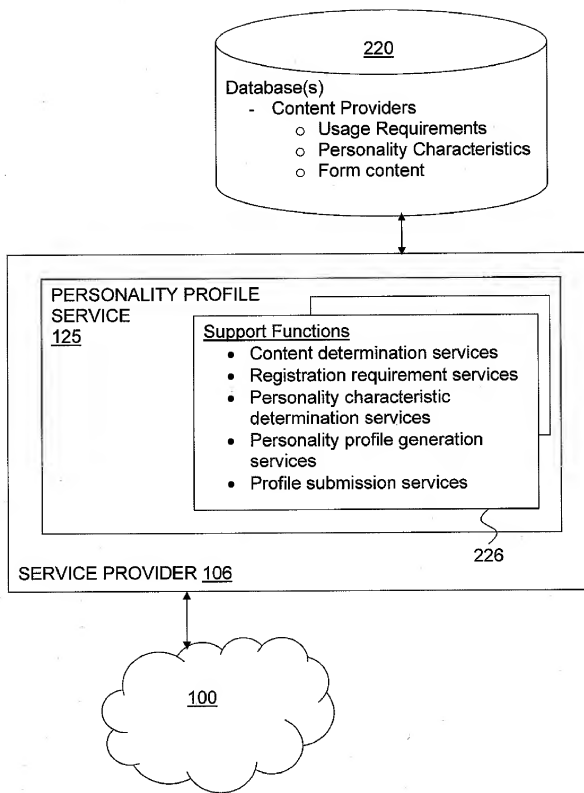


FIGURE 2

X

305

CHOOSE ID

PASSWORD

RE-TYPE
PASSWORD

FIRST NAME

LAST NAME

RESIDENCE

ZIP CODE

EMAIL
ADDRESS

310

GENDER

OCCUPATION

INDUSTRY

INTERESTS:

☐ MOVIES & FILM

☐ MUSIC

☐ GAMES

☐ SPORTS

☐ SHOPPING

☐ TRAVEL

☐ HEALTH & FITNESS

☐ AUCTIONS

☐ COMPUTERS

☐ OUTDOOR REC.

FIGURE 3

300

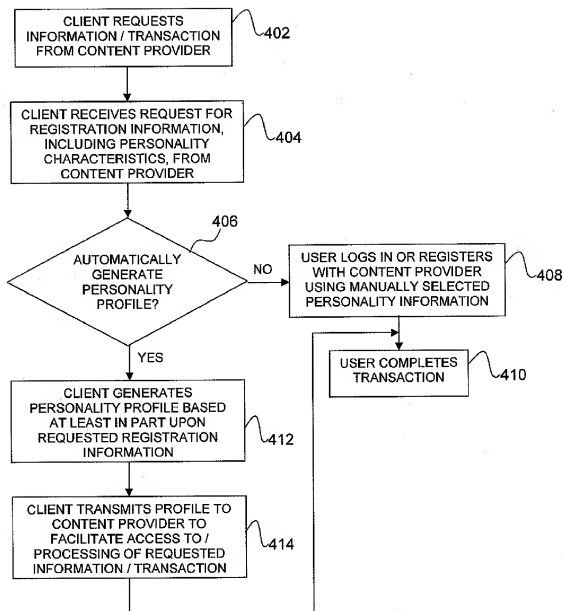


FIGURE 4

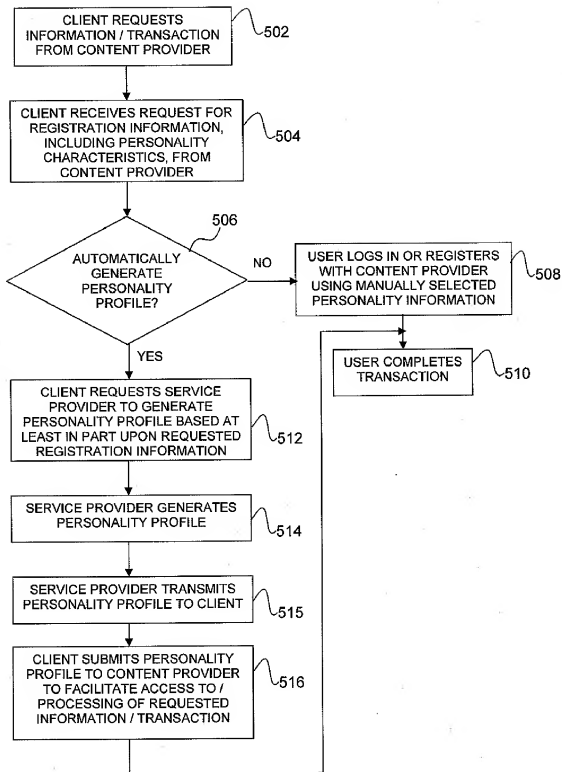


FIGURE 5

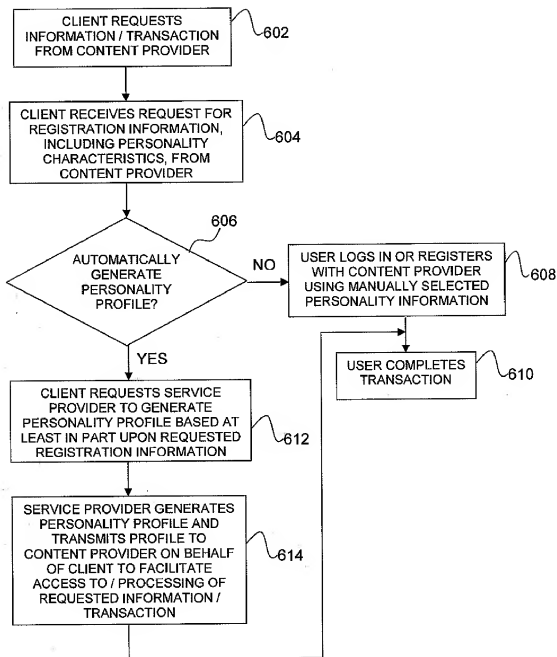


FIGURE 6

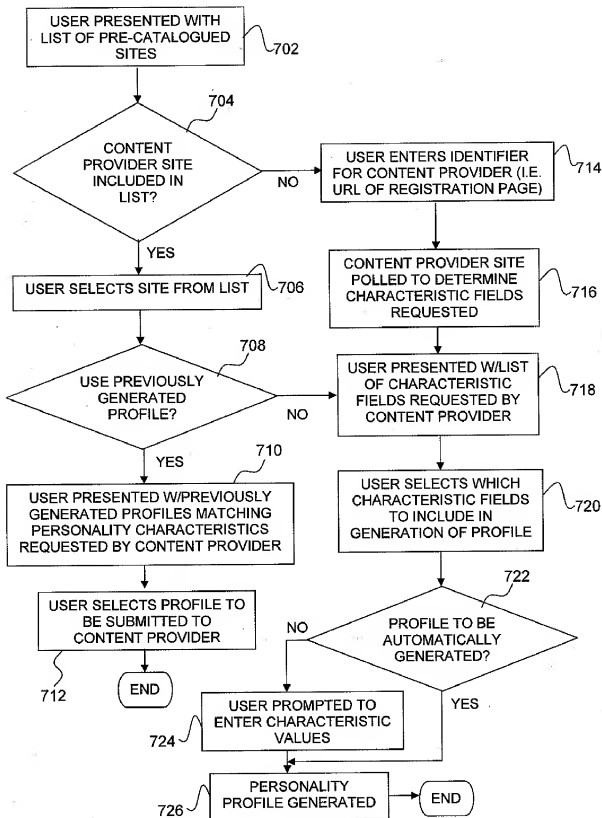


FIGURE 7

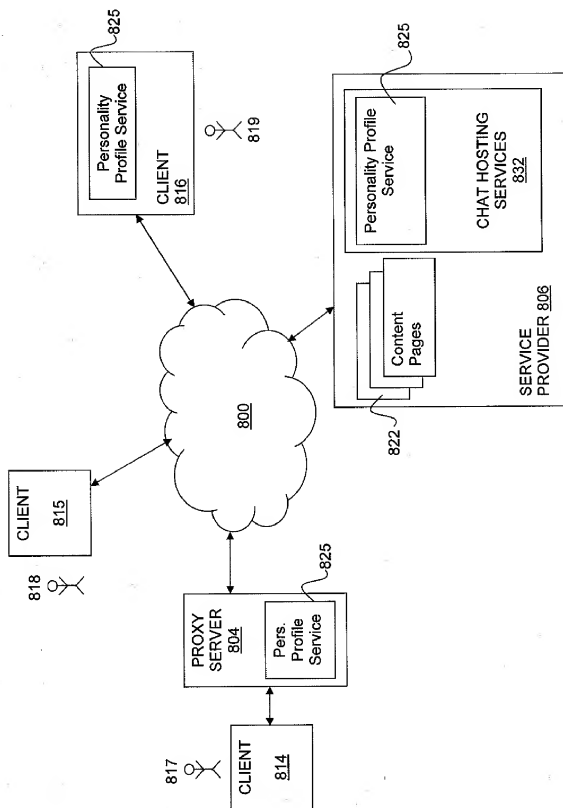


FIGURE 8

900

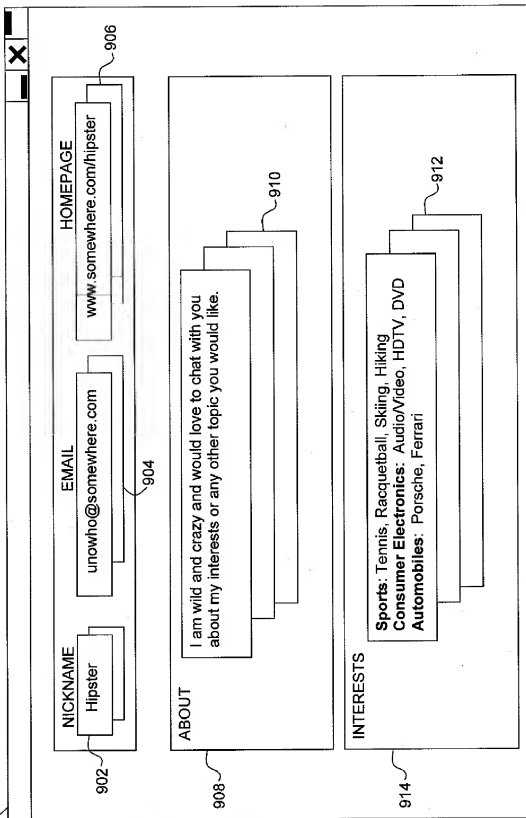


FIGURE 9

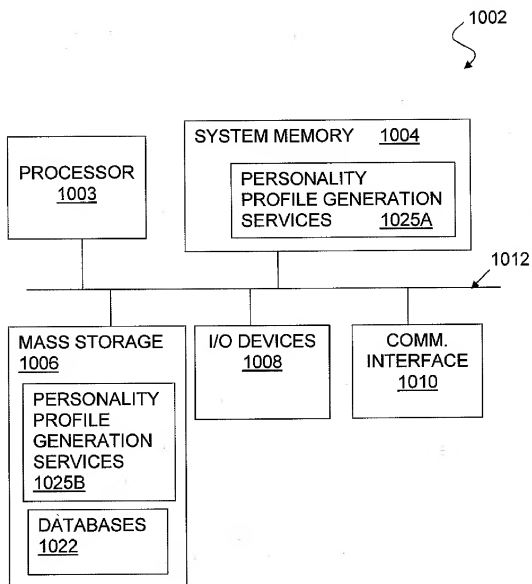


FIGURE 10

EXHIBIT 4

